# LinkedIn Profile Assignment

## Objective:

Students will create or improve a professional LinkedIn profile that aligns with their career goals, showcases their experiences, and enhances their networking opportunities.

## Assignment Instructions:

1. Create or Log In to LinkedIn:
- Go to www.linkedin.com
- Create a new account or log in to your existing one.

2. Update the following key sections:
- Professional Headshot (optional, but encouraged)
- Headline (Include your field of study + career interests)
- About/Summary Section (Use 3–5 sentences to summarize who you are, your strengths, and goals)
- Experience (Include current/previous jobs, internships, volunteer roles)
- Education
- Skills (Add at least 5 relevant skills)
- Connections (Aim for at least 10 professional or academic connections)
- Custom URL (Update your LinkedIn URL to include your name)

3. Optional Enhancements:
- Add a banner image
- Upload media (e.g., projects, presentations, writing samples)

4. Submit a Screenshot of your LinkedIn profile homepage showing:
- Your profile photo
- Headline
- About/Summary section

5. Find and connect with people on LinkedIn:
- Follow at least 5 companies that interest you (in your career field or industry).
- Follow at least 5 recruiters or professionals who work in your target field.
- Use the search bar to type in the person's name or job title (e.g., 'University Recruiter at Google').
- Click the 'Connect' button and include a short message such as:
- Click on their profile and review shared interests, school connections, or mutual connections.

*- Sample message to use connect - "Hi [Name], I'm a [Your Major] student at [Your University] exploring careers in [Field]. I'd love to connect and learn more about your work!"*

## Due Date:

Sunday, June 28th at 11:59 PM

## Submission Type:

Upload a screenshot of your profile and add the link to your LinkedIn page

## Resources to Help You:

- LinkedIn Profile Checklist (PDF): https://university.linkedin.com/content/dam/university/global/en_US/site/pdf/LinkedIn%20Profile%20Checklist.pdf
- LinkedIn Learning: Rock Your Profile: https://linkedin.com/learning/rock-your-linkedin-profile
- Example LinkedIn Profiles: https://www.linkedin.com/pulse/linkedin-profile-examples-top-students-grads-2023-ashley-stahl/
- How to Write a Great LinkedIn Summary: https://www.themuse.com/advice/how-to-write-a-killer-linkedin-summary

## Grading Rubric (35 points):

| Criteria | Points |
|---|---|
| Profile photo and customized headline | 5 |
| Updated About/Summary section | 5 |
| Experience and education sections | 5 |
| Skills section and 10+ connections | 5 |
| Screenshot uploaded with key elements | 5 |
| Follow 5 companies that you are interested in working for | 5 |
| Follow 5 specific recruiters | 5 |